IVY CONVENTION   MAY 8, 1954   CORNELL UNIVERSITY

Station Managers Meeting

The meeting was called to order at 9:45 by Chairman Ellis Deull. Roll call was taken and all the station managers were present: Boorsch (WYBC); Kaufman (WVBR); Newman (WXPN); Price (WPRU); Franklin (WHRB); Wehe (WBRU); Stevens (WDBS).

After a report of Brown's activities for the past year, it was moved, seconded and unanimously carried that Brown be given full Membership in the network. Deull explained that according to the rotation system, Harvard should be the next ~~Cahi~~ Chairman and the convention next year should be held at Harvard. It was moved, seconded and unanimously carried that Franklin of Harvard be the next Chairman and that the convention next spring be held at Harvard.

Greg Dawson then took over to preside at the business meeting. He first asked that because so much business was to be covered, that anyone with an individual problem see him after the meeting.

He then gave hisreport on Ivy. He said that he was optimistic about the future provided there is a tightening of activities in the network as a whole, since the success of th network depends on thecooperation of all the members. He doesn't feel that this cooperation exists, as isillustrated in the fact that letters from Ivy are often not answered.

He announced that both the business managers and the technical men are at the convention because ofthe proposed FCC ammendment which, as it stands, would end college radio as we know it. He stressed the seriousness of this.

Dawson then introduced George Healy who was at the convention in an advisory capacity.

Dawson continued by tellingof a meeting he had with Dave Borst of IBS. IBS wants all college radio to band together under IBS to fight this ammendment. IBS is in financial difficulties and has invited the Ivy Network to join in order to get money from their dues. Dawson didn't reccommend that we send them money, but that Ivy work together with IBS against this ammendment, since IBS has a lobby for college radio in Washington. He daid it is Ivy's duty not only to work to defeat this ~~x~~ ammendment, but also to fight for some effective means of governing college radio since none now exists. He said that Bill Usher had a report on the technical aspects of the ammendment, which would be read later.

Dawson then announced that the Tech men could leave for their meeting and announced the local sales meeting, and the production and programming meeting. He said he also wanted someone authorized to speak for the business staff to remain at this meeting.

Healy said he wants to discuss with the Tech departments possible rules that we would be able to comply with.

Dawson continued by repeating that he is optimistic and gave his reasons. Ivy now has asales staff of 8, and can now use a dual approach which works better than an individual approach. He then sold about the summer sales campaign. They have four pitches: the Business; hour; the sports package; morning radio; and exam time broadcasting. He told about the sales aids such as the brochure, the movie, which have already helped and are expected to help more. He talked about the tailor-made

approach, whcih means that they design a special campaign for anyone who is interested in Ivy. He mentioned the easel presentation designed to be used in New York, when more than one buyers are present.

Jay Trens showed the easel presentation. It include posters enumerating the stations, stating there is apotential audience of 50,000 students who spend 38 million dollars outside their universities every year. It told that the Ivy stations average 80% of the audience,and included a chart showing the range of listening times. Other things including were four ways to use Ivy, details about program popularity, the 3-D promotional plan, and merchandising set-up to execute it. The easel will include three more posters when it is finished.

Dawson then mentioned that the salesmen can separate or combine the pitches. Also Ivy has no an Enterprise number, 6636, direct from New York to New Haven.

He then showed the case history booklet showing what others have done on Ivy. In connection with this, they have been trying to get an article in a major magazine. Sponsor Magazine may be interested, and wants a case history approach.

Jerry Bernstein of Brown asked how advertisors will feel if their case is shown to other people. Dawson said this is standard practice. They will show the whole booklet so that unsuccessful casescan be seen and the sales man then will explain why these cases were unsuccessful.

Dawson said there is a recession and we feel it because we are a fringe market, and therefore are cut first. This is no excuse, though; if Ivy can't sell, no one can.

A new department has been organized -- the creative selling department under Jim McCarthy. This is a department outside New York to think up ideas to be used in New York.

Dawson suggested that each station appoint a person in charge of research for Ivy, in addition to the person in charge of research for thestation.

A booklet was passed out to each station including a resumé ofall theaccounts seen last year by Ivy salesmen, standard renewal process, polling procedure, business procedure, audience figures, Ivy rate card, memb-sheet sample,and as many of the things that Ivy has printed as possible. The stations agree to keep and follow this booklet. Ivy will send corrections.

Ivy salesmen are following a "Spread-the-Emblem" campaign to get the Ivy emblem know all over New York. The emblem is on stationery, calling cards,the memo sheets, etc.

There has been criticism of themonthly reports because they are not analyzed. They will try to prevent this.

Dawson talked next about promotion. The Time Buyers Quiz has been the most successful means. Ivy got answers from it without having contacted these people personally. They plan to continue it.

News releases are a good means of promotion because they are free. We have had a few, and Dawson wants to know of any newsworthy items from the stations.

Ivy plans to send out monthly poll data because advertisers save that sort of thing. The Lucky Strike polls were discussed. The results weren't back to Ivy by the deadline. Princeton didn't find out about it till too late. YBC had to take a rush poll, took it just outside the dining halls. Ivy realizes the extra burden and rush but the company has asked for it.

In answer to a question about the Lucky Strike representatives on campus Dawson said Student Market Institution was supposed to pass out posters in conjunction with the stations, but haven't, are supposed to do research but aren't too efficient. Nevertheless, Lucky Strike knows what's going on.

Discussion of the 'Project' followed. For this book which is to show all aspects of Ivy, not all the reports are in. There are six almost done. Most are missing answers from one or two stations. It was requested that they finish them this week and send them to Ivy.

Ivy wants a list of alumni of all the stations who are in New York, because these people can be of some aid to us in New York. If stations don't have an alumni newsletter, Dawson suggested it as a good idea.

Ivy needs from the stations monthly reports, Ivy research man who will report directly to Graham Tebbe, and prompt compliance of the stations with the renewal procedure. This is very important because since we are a verbal media, we can't show the sponser concretely what we have done and this is the only way of letting him know. It is important to the stations and doesn't take that much time. At this point Dawson mentioned that Brown has done an excellent job in everything this year. If the stations save their proof of performance sheets, they have a third of the renewal right there. The station manager should write his report, remembering that the sponser will see it as he has written. If posters are used, the stations should take pictures of them rather than sending a sample in.

Jay Janis then gave his report to January. Copies were passed to all the station managers.

Jerry Bernstein of Brown said they wanted the film but it was kept at Princeton and Brown couldn't get it. He suggested that a schedule be set up for the fall when most stations will probably want it. All who want it, as well as all who are interested in sharing the cost of having another copy made were requested to see Don Roberts.

Brown also requested that a page on their station be included in the brochure.

Dawson explained the agenda for the rest of the day. Reports would be given. Then after adjourning ½ hour for lunch, they will discuss incorporation, and the FCC amendment.

Don Roberts read Bill Usher's written report.

Monte Everett, Jim McCarthy, and Jay Erens gave sales reports. In connection with McCarthy's report, Princeton said they sell Ballantine locally, as does Yale. Princeton also told Jay Erens who had contacted Life that Life had been pitching WPRU, and said they were not interested in Ivy. They were asked not to tell this to Ivy. Janis said stations should tell Ivy whenever anything like this happened. Sometimes sponsors contact the individual stations in order to get the local rate.

Don Pegg gave the Ivy financial report. In answer to a question, Janis said the stations are bound to the times stated on the contracts but if they want to change the times, they should notify Ivy 28 days in advance and Ivy will probably be able to get the times changed for them. Pegg urged all the station managers to look at the affidavits to see what should be on them as this is the only way that sponsors can see that their contracts are being fulfilled.

Brown asked if it would be possible to cancel UP and change to AP. It is possible but it is better for the network if all use the same. The convention once voted against AP.

Dawson explained that in the contract with UP it stated that UP news releases are not to be given to anyone except that stations' newscasters. If the school newspaper wants to use them, the UP costs more. If the extra amount is not paid, the contract is being violated. He also announced that UP rates are going up as of Monday, May 10, a raise of 79¢ per week.

In answer to a question from Cornell, Dawson said there are no make-goods on the Camel contract.

Dawson suggested that the old officers pass on information to the new officers in the stations since this apparently is not being done too efficiently.

The financial statement was sent to the stations previously to the convention. The auditor did not take into account the Lucky Strike contract and misplaced $75 that belongs in Equity. The brochure was estimated for $200, the bill was $8000. This was reduced to $536, but nothing more can be done.

Since the summer is the crucial selling time, Ivy wants two salesmen to spend the summer in New York. They would be given $30 each a week, for ten weeks. Ivy wants permission to withold $75 from each station to cover summer expenses. Princeton objected since their budget is already stretched. It was then stressed how important this is to Ivy. Dawson explained that this year Ivy is not paying for any of the convention but that the stations are dividing all the cost.

Yale said their budget problem was similar to Princeton's but that they are willing to dip into their reserve fund since this is so important to Ivy, especially since it is only a loan which Ivy will pay back. Deull said this is the result of 1½ years, that we can't stop now and that it is therefore essential that Ivy have the money. Rosenbloom said the returns are going to have to be great considering the expense. Dawson said the increase in expenses was due to expansion, that something radical had to be done. This was done under his judgment, and we can't tell till fall whether or not he is right. Pegg said the best time to spend this money is in the summer and the fall when the most comes in.

The meeting was adjourned at 1:30 to reconvene at 2:00.

Afternoon session:

The Meeting was called to order at 2:15 with all voting members present.

Discussion continued on the question of withholding $75 from the money due the stations. Princeton wanted to postpone the decision to the following week. Brown wanted to know if they were exempt from this. The answer was no. Penn moved that Ivy withhold $75 from each station to use for summer selling, to be paid back as soon as possible. Cornell seconded the motion. Princeton moved to amend the motion to the effect that stations feeling they can't afford this don't have to. They withdrew their motion. A roll call vote was taken and the motion was unanimously carried.

Discussion of the four 'packages' followed. Ivy has set up a rate card for morning radio, since the New York market is interested. The rates are slightly higher than local rates. Princeton gave a report on their morning radio show which they have sold. It is from 6:45 - 8:30 and includes lively music, original comedy, sound effects and so on. They have a surprising audience. They sell on a spot basis, with newscasts on the hour. Rates are ½ of the evening rates. They have 3 or 4 local and one regional sponsor. The regional sponsor said he thought this one of the most effective times in regard to his advertising. The announcer described some of the gimmicks used on the show. They include 'handy-dandy bar hints for the early morning swizzler', fake ads, and so on. Cornell suggested that they tape a section and send it to the other stations.

Dawson asked if any stations are unwilling to change their formats if necessary to sell this morning time. No one was unwilling. The big problem would be polling. Princeton said that polls showed that the best listening time was late at night and that people who turn their radio on in the morning don't change the dial as a rule.

The second package discussed was exam broadcasting. Ivy wants to sell the whole time, 12 hours a day, to one sponsor for $7000. All the stations broadcast during exams, though some would have to increase their broadcast time to 12 hours. Commercials would be kept to a minimum. American Airlines is interested. Cornell sells each sponsor a different hour every day. Harvard broadcasts their regular schedule during their reading period, filling in with music the rest of the day.

Ivy is thinking of someday having a TV network. $80,000 needed to start TV in Ivy schools. Would have to come from a donor. Have been talking to Ford Foundation, NBC, will keep on talking to people.

A radio hookup of all the stations for one hour a week was discussed. It would cost $280 the first hour and $81 each hour after that. This would amount to $5000 a year, including a small time charge. This hour would be separated into parts--perhaps four fifteen minute sections. Ivy wouldn't do it unless they could sell it. The lines wouldn't be permanent and the problem of where it would originate may depend on the lines. It would increase publicity and listenership.

Along these lines, a Western Union set-up such as the newspapers thought of was discussed. Under this, the network would have its own machine for communication.

Dawson said that some of the stations have been having trouble getting classical music recordings. He told about the new RCA 'Music You Want'.

series which some of the stations now have and others may be interested in. They were asked to speak to Graham Tebbe if they want it. It include a minimum of 100 LPs for $50. Ivy tried to reduce it to $25, but they won't do it.

The US Air Force shows were discussed. Some stations do them free. Ivy tried to get them to pay the Ivy stations for broadcasting them. They won't buy the time. But the stations can have it to broadcast free if they want to. Stations interested in carrying this were asked to see Don Roberts.

Cornell, Princeton, Penn and Yale were asked to develop program ideas for Rheingold to produce next year. They were asked to send in ideas before the end of this year if possible. The program would start next March

Dawson suggested an 'Ivy Sings' program where songs of the different colleges would be sung by organizations of the colleges. This could be done in two ways: either making a tape and bicycling it around the stations or sending records to the different stations and setting them make up their own program. Princeton doesn't think this type of program would appeal to their audience. Dawson also suggested that Ivy produce a record of the various college singing groups singing Ivy League songs. Cornell offered to investigate this.

The sports package suggested by Ivy includes 2 fifteen minute programs during the football season, a preview of the game and a review of it. Also a maximum of 20 away games of basketball, hockey, football and basketball. Brown and Harvard were the only ones who weren't doing it. Harvard can't broadcast football because a Boston station has exclusive rights to football games. Princeton said that line charges for all their games next year were estimated to be $2800.

Point of order: Since so much business had to be done, it was suggested that only voting delegates speak.

Dawson said that a package of 40 games would include 25 home games so line charges shouldn't be that much. He wanted a report from each station on how much they can do with $1500 including a $500 profit. The report is to include arrangements with alumni groups if the colleges have them. Princeton said they are allowed to sell time on the alumni hook-up only if that was the only way they could broadcast them Cornell gets $50 a game whereas this package deal would net only $38 per game. It was mentioned that stations could save money on away agmes by broadcasting them on a home and home basis. Dawson again urged that the reports on sports broadcasting be gotten in, since this was one of the things Iv had been planning to push.

Dawson asked for discussions on political policy. There is a *Facts Forum* show which many stations broadcast for nothing. There is a possibility that Ivy can sell time for it. A lso since 2 stations advertise for a liberal amgazine, it would be unfair not to carry the *Freeman* a right magazine. Magazines are a different case from *Facts Forum*, it was decided The stations were asked to learn about *Facts Forum*, to make a decision on policy later.

Dawson said that last fall, Ellis Deull appointed Dick Rosenbloom as chairman of a committee to investigate the advantages and disadvantages of incorporation. The station managers held a meeting in New York last Saturday to discuss this.

Dick Rosenbloom gave his report. Ivy's legal status is ambiguous, it is unsafe for all the members. If someone tried to sue, it would be

possible to collect from the individual stations, members of unincorporated stations, or the officers of the network. Ivy's tax status would perhaps be clarified. It may be possible to become tax exempt, if Ivy is incorporated. American Tobacco Company requires insurance to be taken out by those broadcasting advertising for its products. Up to now, the insurance has been under ESRC, but no more. If we are not incorporated, each station may have to take out insurance costing $600. If Ivy is incorporated, only Ivy needs to take out the insurance. Mr. Seton, a competent lawyer who has been advising Ivy, advises Ivy to incorporate. Some problems arise. It costs to incorporate, and there is a possible franchise fee of $25 annually. Some changes in the network would be necessary. Seven people would incorporate, in a membership, non-profit organization (which after one year would be tax exempt) and then the stations would be members. Ivy would incorporate either in New York or Connecticutt. Mr. Seton is in favor of New York. In either state, incorporation might make formalized structural changes but actual operations would remain the same. If it is done in New York, members of the board of directors have to be over 21. An honorary board of older, respected people was suggested with the station managers forming an open board to do the actual work. It would be set up so the board could be removed by the members if they so desired and any member could drop out if it wanted to.

A few changes in the constitution would be necessary. The wording of the purpose would have to be changed. The authority structure would hav to be changed although actual operations would remain the same.

Some questions were asked. Brown wanted to know if this would affect their status since they are an unincorporated station. This would not affect their status. They should get permission of the university; Mr. Seton said he would write to the university authorities stressing the importance of incorporation for Ivy if any station wanted it. Penn said they think that Brown and Dartmouth would have no trouble getting permission from the university since the (Penn) had none.

Yale moved that Dawson be given the authority to meet with Mr. Seton to draw up necessary incorporation papers to be submitted for ratification. Brown seconded the motion. It was repeated that the board could be removed by the members of the corporation. And it was stated that signing the papers is merely a formality so the stations don't have to worry if their stations managers aren't 21, since it is not necessary t they sign them. George Healy suggested that the board members be not merely figureheads but that they be alumni of the stations appointed by the stations. A roll call vote was taken and the motion unanimously car

The chair said it would entertain questions on college radio incorporation. There were none.

General meeting:

Dawson announced that Franklin of Harvard was unanimously elected at th morning meeting to be chairman of the convention to be held at Harvard next year.

Brown moved to eliminate reports on the station managers meeting, the public relations and programming meetings, and retain only the report o the tech meeting. Dartmouth seconded, and the motions was unanimously passed.

Jerry Dugan gave a report on the Camel renewal. He went through the list of stations individually telling each what was wrong with their reports. There were three good reports: Yale, Brown, and Penn. He read Penn's report as an example of how they should be done. The report was addressed to Dugan but with the Camel men in mind. It plugged the program, included the proof of performances sheets. Dawson cautioned the stations about careless use of the term 'Hooper rating'. Dugan asked Penn to send photographs of some of their posters. Dugan said the Camel posters weren't very good, he tried to get them changed but couldn't. If the stations want to complain, they should also do something constructive about it. Relations with the Camel campus representative are important. The report was put in a folder rather than sent in as separate sheets. Penn had their own ad in the school paper next to the national Camel ad. Brown associated the name of the sponsor with anything meaning best by photographs connecting the two. Ivy wanted pictures of posters where these are used.

From Cornell, Ivy wants the radiogram devoted to Camels, and Ads in the Sun. Princeton thought the report was only for Dugan and used the wrong tone. They also have the problem that their posters don't last. Other schools have the same problem. Cornell isn't allowed to put up any posters advertising anything. Harvard had a short report, no pictures, no original ideas, though they did send a tape of their program. Dartmouth had a sloppy report as faras typing is concerned. Yale included a disc of program courtesies, and posters. In general Ivy wants more actual proof, and more imagination. Ivy wants additions to the reports next week as Dugan is going to see the Camels man for his final pitch. The renewal depends on what the stations give him to use. Now he hasn't enough.

Dawson mentioned alternative policies to follow in fighting the FCC amendment. The stations could submit briefs separately, or in conjunction with Ivy. Ivy could submit a brief in conjunction with IBS. The final date for submitting material to FCC is June 16, 1954. Final date to submit to IBS -- May 25, 1954. Charlie Meyer reported on the decisions made at the tech meeting regarding the amendment. They agreed at the meeting that the stations can't operate underthe proposed rules. The stations should define the field strength they need to operate successfully, in the next one ortwo weeks. The individual stations should submit briefs because their requirements would be so varied. They want a special clause for non-profit, educational carrier current stations. The briefs should be sent to Cornell in the next 2 or3 weeks, and Cornell would act as a clearing house. It would be desirable for Ivy to send a brief stating the advantages of carrier-current radio, with a statement from university officials. Dartmouth said they shouldn't include the word "educational" because that would restrict commercials.

George Mealy said the FCC is not primarily interested in college radio, that it may be an accident that we come under some of the clauses in the amendment. We should find out FCC's attitude and intentions towards us. Each station should compute their ~~field~~ field strength, making out a map including this, any cables, how the stations are coupled into the electrical systems, college boundaries, and so on. Each station should file a brief and get statements from the university, and from the commercial stations in the vicinity. Should comment on each paragraph of the proposal.

FCC is strongly against political pressure so the stations should not write to their senators. Mealy thinks that though we are incidental in the proposal, the FCC had college radio in mind when making it out. The question was asked why should Cornell be a clearing house. Perhaps some

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stations have ideas that other stations could use. And it would be nice to know any conflict before the FCC does . Cornell does not intend to submit a single brief for all the stations. Healy is to see Mr. Colin of CBS, their representative to the FCC. He will send Mr. Colin's opinions to all the stations, and try to find out what the FCC has in mind. Princeton suggested Ivy go to the field office in New york to see Mr. Kaiser. Dawson said this si not necessarily a good idea because the field offices aren't too close to Washington. Brown asked if it would be wise to put on the personal pressure. In doing this, the stations would have to use their own judgement.

It was repeated that the deadline for filing is June 16, 1954.

Dawson, in a summary, said the stations would send technical information to Cornell. That Ivy would report on College radio in general. Then the advisability of Ivy's writing a brief was questioned since the FCC doesn't even know that Ivy exists and is getting advertising revenue. It was decided that Ivy send no report unless Mr. Colin advises it. The stations should send in 16 copies of their briefs and Ivy would also appreciate a copy, after the information has been cleared by Cornell. If the stations send the information to Cornell within a week, Cornell will check the information and send a sample form of how to submit it.

Dartmouth moved that the decisions made this morning, in regard to proposed FCC rules, by the tech department, i.e. the chief engineers of member stations be carried out, namely:

1. Each station file a brief after checking to be sure that there are no unwanted directly conflicting statements.

2. That the Ivy network submit no brief to the FCC except as pertains to the public service and value side of cillege radio, that is the Ivy Network make no mention of technical data.

3. That Ivy Network submit no brief either directly with or necessarily concurring with IBS in reference to technical data.

The motion was seconded. A roll call vote was taken and the motion was unanimously passed.

It was moved and seconded and carried that Lorna Trencher and the WVBR staff be commended for their work in organizing the convention.

It was moved, seconded and carried that the meeting be adjourned.

Respectfully submitted,

Diane Deci, Acting Secretary